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**THE FACTORS THAT INFLUENCE THE PUBLIC
WILLINGNESS TO DONATE BLOOD**

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Table of Content

1.0 Introduction	1
1.1 Background of the study	1
1.2 Problem Statement	5
1.3 Research Objectives	6
1.4 Research Questions	6
1.5 Scope of the study	6
1.6 Significance of the study	7
1.7 Definitions of Terms/Concepts	9
2.0 Literature Review	10
2.1 Blood donation motivation	10
2.2 Knowledge on blood donation	13
2.3 The Theory of Planned Behavior (TPB)	14
2.3.1 Perceived Behavioral Control	17
2.3.2 Subjective Norm	17
2.3.3 Moral Norm	18
2.4 Conceptual Framework	19
2.4.1 Dependent Variables	20
2.4.2 Independent variables	20

CHAPTER 1

INTRODUCTION

This chapter focuses on the background of the study which is on the factors that influence the public willingness to donate blood. Besides, it examines on public perception towards the activity of blood donation. Firstly, in the earlier section, we will be discussing on the background of the study. Next, this chapter describes the problem statement and states the research questions. Research objectives are listed based on what we had as the questions from this research. Next is to explain the information regarding the scope of the study. Also, there will also be the significance of the study and lastly, this chapter will explains about the definition of terms and concepts related to the study which is the public perception on blood donation.

1.1 Background of the Study

Blood donation refers to the transfusion of blood from one person to another. Despite blood donation, freezing of the red blood cells, separation of different blood components by centrifugation, aphaeresis and other discoveries and advancements which each component and element of the red blood cells can be used to treat different diseases. Currently, the federal government has enforced that anyone who want to go for blood donation need to undergo screening tests in order to improve blood safety and also to reduce the risk from blood transfusions which one might get infected by dangerous diseases such as HIV, Hepatitis C, Syphilis and many other.

Besides that, the amount of blood in one person is about 5 liters or 10.5 pints. The usual blood collection, a “unit” is about a half liter, or one pints as it takes 10-15 minutes to complete the blood donation process. To be a donor, you must be at the age gap between 18-60 years old, weight of 45 kg and above with 12.5% gm. of hemoglobin. Blood can aid in maintaining other peoples’ life in form of donated blood. In the year 1818, the first successful human blood transfusion was recorded but due to shortage of knowledge and research, it was

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter provides a review of literature on blood donation motivation that is how the motivations would influence people in donating blood. Other than that, this chapter specifies a review of literature on knowledge and attitude of the donors and non-donors in blood donation participation. Finally, this chapter provides an appraisal of literature on the Theory of Planned Behavior (TPB) explaining on the main reasons of the people in donating blood.

2.1 Blood donation motivation

With the demand for blood and blood products forecast to increase, research attention is shifting increasingly to the need to understand blood donors and the factors that motivate them to continue donating (Masser *et al.*, 2009). Modern advances in the field of medicine, which have the effect of saving more lives and prolonging life expectancy, raise the number of blood units needed by human society (Ben M. *et al.*, 2010). Creating an opportunity for blood donation by conducting many blood donation camps may increase the voluntary blood donations (Uma S. *et al.*, 2013). This means the channels should be increased in attracting the donors, especially the regular donors. In other words, the more the blood donation camps being organized, the more the number of blood donors. Blood donation is a worthwhile and important volunteer activity. Another strategy would be to exploit the existing perception that donating blood is like donating money or used clothing, by focusing on the concept of giving something tangible or solid. Instead of just creating the opportunities in donating blood, blood donation agencies should brilliantly deliver the need for blood and relieve the fears about the donation process in order to increase the number of blood donors.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

In this chapter, it shows how this research has been designed and carried out. Furthermore, this chapter will also suggest how researcher can collect data needed to generate any information regarding the intended topic. For the purpose of the research, both primary and secondary data will be used in obtaining necessary data for the completion of this research.

3.1 Research Design

The purpose of research design is to study the public perceptions towards blood donation. This is in order to get the feedback on what are the factors that influence the public to donate their bloods. Moreover, this research also to determine any demographic factors that may influence the public perceptions towards blood donation. Besides that, this research also wants to determine the factor of. All of the data and information we need will be collected and obtained from the responses of the public regarding their perceptions towards blood donation that we get from the questionnaire given to them. The research design would be correlation study in which we are interested in highlighting the important variables associated with public perceptions towards blood donation. The research demands for information from the public in Kuching area regarding their perceptions towards blood donation.

We will use sample random sampling questionnaire as a medium for surveying and observing the factors. This sample is used in order to ensure the public can give their ideas or opinions to us as researcher about their perceptions on blood donation. It is also easier for us to distribute the questionnaire to the respondents. Besides that, we will interview the respondents literally asking for their opinions and ideas regarding this issues that will help us on the recommendations and limitations of this issue. In addition, correlation study is